

Georgia World Congress Center
9.11.19—9.13.19

SMARTCITY

EXPO ATLANTA

HOSTED BY:



IN PARTNERSHIP WITH:



Mission

Smart City Expo Atlanta is redefining what it means for a city to be “smart”. We are ensuring equity, prosperity, humanity, inclusion, and justice are on par with blockchain, A.I., IoT, big data, and automation.

We bring together catalytic leaders from government, corporations, nonprofits and entrepreneurial sectors to discuss how social and economic mobility, equitable infrastructure, and human capital are being prioritized in the new “smart city,” one defined by digital transformation, artificial intelligence, early-stage investments, and other civic innovations and solutions.

Redefining Smart

Resiliency

Social, Economic, Digital, Climate, and Cyber

Inclusion

Physical, Financial, Social, and Digital

Infrastructure

Physical, Digital, Resilient, Social, and Equitable

Sustainability

Environmental, Physical, Digital, Financial, and Social

Mobility

Shared, Connected, as a Service, Autonomous,
Electric, Social, and Economic

SMARTCITY

EXPO ATLANTA

2500+ Attendees

200+ Speakers

50+ Exhibitors

Conference

9.11—9.13

Thought-provoking keynotes, plenaries, panels, workshops, startup competitions and hackathons

Expo

9.11—9.13

Cutting edge demos, exhibits and experiential activations from leading global companies and startups

Events/Tours

9.11—9.14

Curated visits to BeltLine, North Avenue Smart Corridor, Mercedes-Benz Stadium, Aquarium, and more

Community Day

9.14

Exciting day of programming at off-site location exploring the future of our communities with the citizens of Atlanta



Smart City Expo World Congress

First and Only U.S. Edition

Smart City Expo Atlanta is the first, and only, U.S. edition of Smart City Expo World Congress, the world's leading conference and expo on smart cities and smart urban solutions.

Hosted annually in Barcelona since 2011, Smart City Expo World Congress has globally expanded to Brazil, Turkey, Japan, Mexico, and Argentina, and now to the U.S. through Smart City Expo Atlanta.

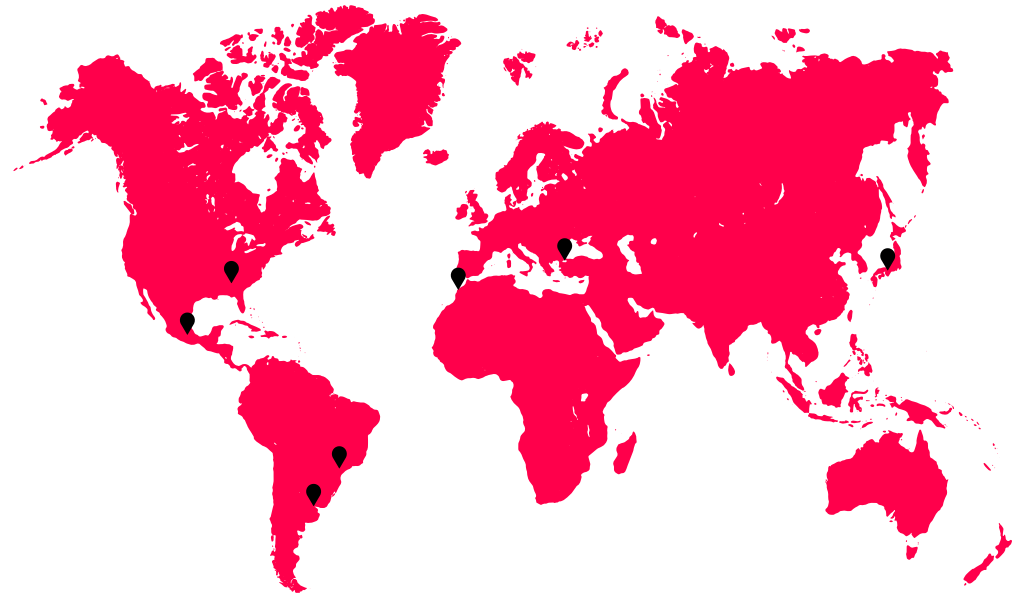
In 2018 Barcelona welcomed:

21,000+ Attendees

700+ Cities

800+ Exhibitions

400+ Speakers



Welcome



I am thrilled to welcome Fira de Barcelona to host the first U.S.-based Smart City Expo in Atlanta. The focus on cutting-edge technologies, smart city innovation, and equity and inclusion directly align with our One Atlanta vision of affordability, resiliency, and fairness.

Our thriving public-private partnerships make our city the ideal backdrop for the meaningful collaboration and global ideation that will take place at Smart City Expo Atlanta. As we work to provide limitless solutions to some of the country's most pressing concerns, we look forward to hosting cross-sector leaders from around the globe to this internationally-recognized summit.

Keisha Lance Bottoms
Mayor, City of Atlanta

Atlanta

**3rd Largest Home of
Fortune 500 Companies**

Top Tech & FinTech Industries

Ranked as top three “Tech Meccas of Tomorrow” by *Forbes*.
70% of U.S.’s \$5.3 trillion transactions processed in Atlanta.

World’s Busiest Airport

Hartsfield-Jackson welcomes +100M passengers annually.

Educated Workforce

+60 colleges & universities.
Nearly 50% of population holds a bachelor’s degree.

Global Community

Second fastest growing foreign-born population in the U.S.
80+ consulates & trade offices.

SMARTCITY
EXPO ATLANTA



Conference

Engage in thought provoking discussions and interactive sessions with ministers, mayors, CEOs, CTOs, CIOs, and other leaders building inclusive cities of the future.

Program Tracks

Digital Transformation, Governance, Equity, and Justice

- Big Data
- Open Data
- Blockchain
- Digital Inclusion
- FinTech / Digital Payments
- Census
- Voting Security
- Homelessness
- Refugees and Migration
- Anti-Displacement
- Prison and Bail Reform
- Civil and Human Rights
- IoT and Ethics

Multi Modal Mobility, Transportation, and Aviation

- Traffic Management
- Public Transit
- Multi-Modal and Micro Mobility
- Connected and Shared Transportation
- Autonomous Transportation
- Cybersecurity
- Open Data
- Public Policy and Insurance
- Electrified Vehicles
- Aerial Transportation
- Supersonic and Hyperloop Technologies

Intelligent, Physical, Digital, and Equitable Infrastructure

- Large-Scale Assets (Bridges, Tunnels, Airports, Stadiums)
- Affordable Housing
- Broadband and 5G
- Electrification
- Municipal Finance and PPPs
- Waste and Water Management
- Urban Planning
- IoT and Connected Infrastructure / InfraTech
- Placemaking
- Shared Economies
- Retail and e-Commerce
- Revitalization and Renewal
- Real Estate and PropTech

Climate, Energy, Sustainability, and Resiliency

- Food Security
- AgTech
- Renewable Energy
- Sustainable Architecture
- Circular Economy
- Carbon Capture and Reduction
- Storm Surge
- A.I. and Analytics
- Insurance

Program Tracks

Entrepreneurship, Innovation, and Future of Work

- Workforce Development
- Marginalized Populations (Veterans, Elderly, Disabled)
- STEAM
- Venture Capital
- Incubators, Accelerators, Startups, and Scaleups
- Hi-Tech Economies (Cyber, Advanced Manufacturing, FinTech)
- Co-Working Spaces and Innovation Hubs
- Pilots and Procurement
- Automation and Robotics

Sports, Wellness, Wearables, and Advancements in Health

- Community Wellness
- Wearables
- AI and HealthTech
- FitnesTech
- AR/VR
- Disabled to Enabled
- Social Determinants and Public Health
- Pollution and Land Use
- Mental Health

Public Safety, Emergency Response, and Cybersecurity

- Facial Recognition
- Cybersecurity
- Predictive and Data Analytics
- Police and Fire Technologies
- Disaster Relief
- Emergency Communications

Art, Culture, Media, and Civic Engagement

- Disruption of Creative Economies: Film, Music, and Fashion
- Democratization of Content Creation and Distribution
- Communication and Gamification
- Public Art
- Cannabis and New Economies

Speakers

(Prospective)

Keisha Lance Bottoms
Mayor, City of Atlanta

**President and First Lady
Obama**

Richard Branson

**President and First Lady
Carter**

Ed Bastian
CEO, Delta

Arthur Blank
Owner and CEO, Atlanta Falcons

Jamie Dimon
CEO, JP Morgan Chase

Tyler Perry
Actor, Filmmaker, Producer

Charles Phillips
CEO, Infor

Amal Clooney
Human Rights Activist

Robert F. Smith
CEO, Vista Equity Partners

Bill Gates
Co-Chair,
Bill & Melinda Gates Foundation

David Abney
Chairman and CEO, UPS

Sara Blakely
CEO, Spanx

Dr. Mary Schmidt Campbell
President, Spelman College

Gary Brantley
CIO, City of Atlanta

Paula Wallace
President, SCAD

Kimberly Bryant
Founder, Black Girls CODE

Craig Menear
President and CEO,
The Home Depot

James A. Jackson, Jr.
Commissioner,
Office of Transportation,
City of Atlanta

Troy Carter
Founder, Cross Culture Ventures

Rosalind Brewer
COO, Starbucks

will.i.am

William L. Hawthorne, III
Chief Equity Officer, One Atlanta

Klaus Zellmer
President and CEO, Porsche Cars
North America

Cynthia Curry
Director, IoT Expansion,
Metro Atlanta Chamber
of Commerce

Kobe Bryant

Debra Lam
Managing Director,
Smart Cities & Inclusive Innovation,
Georgia Tech

Rujeko Hockley
Assistant Curator, Whitney
Museum of American Art

Noelle London
Assistant Director,
Innovation and Entrepreneurship,
Invest Atlanta

Solange

W. Paul Bowers
President & CEO,
Georgia Power Company

James Reynolds, Jr.
CEO, Loop Capital

Ben Horowitz
Co-Founder, Andreessen Horowitz

Kirk Talbott
CIO, MARTA

Speakers

(Prospective)

Mellody Hobson

President, Ariel Investments

Eloisa Klementich

CEO, Invest Atlanta

Alex Rodriguez

Amol Naik

Chief Resiliency Officer,
City of Atlanta

Theia Washington

Director, WEI

Magic Johnson

Joseph Coughlin

Director, MIT AgeLab

Phaedra Ellis-Lamkins

Co-Founder, Promise

William H. Rogers, Jr.

President and CEO, SunTrust

Hala Moddelmog

President & CEO, MACOC

Damien Hooper-Campbell

Chief Diversity Officer, eBay, Inc.

Nicole Isaac

Head of North America Policy,
LinkedIn

Arlan Hamilton

Founder, Backstage Capital

Kathryn Finney

Founder, digitalundivided

Van Jones

Dietmar Exler

President & CEO,
Mercedes-Benz USA

Tony Prophet

Chief Equality Officer, Salesforce

Dr. Ronald A. Johnson

President, Clark Atlanta University

David A. Thomas

President, Morehouse College

Tristan Walker

CEO, Walker & Company

Barbara Whye

Chief Diversity & Inclusion Officer,
Intel Corporation

Rohit Malhotra

Founder & CEO, Center for
Civic Innovation

Nancy Harris

Managing Director, Sage
North America

Valeisha Butterfield Jones

Global Head of Women &
Black Community Engagement,
Google

Kate Atwood

Executive Director, Choose ATL

Randall Tucker

Chief Inclusion Officer, Mastercard

Jim Clark

CEO, Boys & Girls Club of America

Latasha Gillespie

Head of Global Diversity & Inclusion,
Amazon

Anthony Foxx

Chief Policy Officer & Senior Advisor
to President & CEO, Lyft

Michelle Nunn

CEO, Care USA, Inc.

Al Gore

Stacey Abrams

Founder, Fair Fight Action

Terri Lee

Chief Housing Officer,
City of Atlanta

Audience Profile

Join worldwide experts and visionaries in sharing ideas and best practices on building innovative and inclusive 21st century cities.

Top Government Officials

Ministers
Governors
Mayors
Commissioners
Chief Technology Officers
Chief Innovation Officers
Chief Information Officers
Chief Digital Officers
Chief Sustainability Officers
Chief Resiliency Officers
Chief Equity Officers
Chief Housing Officers

Leading Authorities in Key Sectors

Housing
Transportation
Urban Planning
Emergency Management
Information and Technology
Utilities
Public Works
Design and Construction
Environmental Protection
Marine and Aviation
Health
Sanitation
Arts & Culture
Public Space
Waste Management
Water Management

Media Partners

(Prospective)

Bloomberg

Forbes



CITYLAB



SMARTCITY
EXPO ATLANTA

Sponsorship

Discover the unlimited potential to drive your business forward by exhibiting and sponsoring at the leading event for cities.

Diamond Sponsorship

5 Available – By Invitation Only

Be Seen

- Logo on SCATL Pre-Show Email
- Logo on SCATL Home Page
- Logo on SCATL Sponsor Page
- Logo on SCATL Conference Signage
- Collateral Insert in Sustainable Conference Bag
- Social Media Promotion

Activate

- Community Day Event Co-Sponsor
- General Session Recognition Slide
- Mobile App Push Notification
- Mobile App Logo
- Mobile App Description, URL and Booth Number (100 Words)
- (20) Sponsor Full Conference Passes
- (15) Booth Staff Passes
- (5) Customer Full Conference Passes
- Attendee Discount Code (20%)

Thought Leadership

- Priority Session Scheduling
- (1) 45 Minute Sponsor-Led Session
- (1) 45 Minute Curated Round Table Session with 15-20 Invite-Only Executives
- Opt-in Attendee List of your Sessions

Showcase

- Expo Space (30x30)
- Private Meeting Room Suite (10x20)
- (4) Lead Retrieval Scanners

Gain Access

- Facilitation of Curated 1:1 Meetings with Attendees
- Registered Attendee List (Company/Title, 2 weeks prior to event)
- Attendee Profile Summary (4 weeks prior to event)
- Access to Hotel Room Block (while supplies last)
- Sponsor Concierge & Enhanced Account Management

Platinum Sponsorship

5 Available

Be Seen

- Logo on SCATL Pre-Show Email
- Logo on SCATL Sponsor Page
- Logo on SCATL Conference Signage
- Collateral Insert in Sustainable Conference Bag
- Social Media Promotion

Activate

- Grand Opening Reception Co-Sponsor
- General Session Recognition Slide
- Mobile App Push Notification
- Mobile App Logo
- Mobile App Description, URL and Booth Number (100 Words)
- (15) Sponsor Full Conference Passes
- (10) Booth Staff Passes
- (4) Customer Full Conference Passes
- Attendee Discount Code (20%)

Thought Leadership

- (1) 45 Minute Sponsor-Led Session
- (1) 30 Minute Curated Round Table Session with 10-15 Invite-Only Executives
- Opt-in Attendee List of your Sessions

Showcase

- Expo Space (20x30)
- Private Meeting Room Suite (10x10)
- (2) Lead Retrieval Scanners

Gain Access

- Facilitation of Curated 1:1 Meetings with Attendees
- Registered Attendee List (Company/Title, 2 weeks prior to event)
- Attendee Profile Summary (4 weeks prior to event)
- Access to Hotel Room Block (while supplies last)
- Sponsor Concierge & Enhanced Account Management

Gold Sponsorship

Be Seen

- Logo on SCATL Sponsor Page
- Logo on SCATL Conference Signage

Activate

- Conference Break Co-Sponsor
- Mobile App Logo
- Mobile App Description, URL and Booth Number (100 Words)
- (10) Sponsor Full Conference Passes
- (5) Booth Staff Passes
- (2) Customer Full Conference Passes
- Attendee Discount Code (20%)

Thought Leadership

- (1) 30 Minute Sponsor-Led Session
- (1) 20 Minute Theater Session
- Opt-in Attendee List of your Sessions

Showcase

- Expo Space (20x20)
- Private Meeting Room Suite (10x10)

Gain Access

- Registered Attendee List (Company only, 2 weeks prior to event)
- Attendee Profile Summary (4 weeks prior to event)

Silver Sponsorship

Be Seen

- Logo on SCATL Sponsor Page
- Logo on SCATL Conference Signage

Activate

- Mobile App Logo
- Mobile App Description, URL and Booth Number (100 Words)
- (8) Sponsor Full Conference Passes
- (4) Booth Staff Passes
- (2) Customer Full Conference Passes
- Attendee Discount Code (20%)

Thought Leadership

- (2) 20 Minute Theater Session
- Opt-in Attendee List of your Sessions

Showcase

- Expo Space (10x20)
- Turnkey Booth Space (Add-on item)

Gain Access

- Attendee Profile Summary (4 weeks prior to event)

Bronze Sponsorship



Be Seen

- Logo on SCATL Sponsor Page
- Logo on SCATL Conference Signage

Activate

- Mobile App Logo
- Mobile App Description, URL and Booth Number (100 Words)
- (3) Sponsor Full Conference Passes
- (3) Booth Staff Passes
- Attendee Discount Code (20%)

Showcase

- Expo Space (10x20)
- Turnkey Booth Space (Add-on item)

Gain Access

- Attendee Profile Summary (4 weeks prior to event)

Exhibitor Package

Be Seen

- Logo on SCATL Sponsor Page

Activate

- Mobile App Logo
- Mobile App Description, URL and Booth Number (100 Words)
- (1) Sponsor Full Conference Passes
- (2) Booth Staff Passes
- Attendee Discount Code (20%)

Showcase

- Expo Space (10x10)
- Turnkey Booth Space (Add-on item)

Gain Access

- Attendee Profile Summary (4 weeks prior to event)

Sponsorship Packages (1 of 2)

	Diamond Sponsorship 5 Available (By Invitation Only)	Platinum Sponsorship 5 Available	Gold Sponsorship	Silver Sponsorship	Bronze Sponsorship	Exhibitor Package
Be Seen						
Logo on SCATL Pre-Show Email	x	x				
Logo on SCATL Home Page	x	x				
Logo on SCATL Sponsor Page	x	x	x	x	x	
Logo on Conference Signage	x	x	x	x	x	x
Collateral Insert in Sustainable Conference Bag	x	x				
Social Media Promotion	x	x				
Activate						
Grand Opening Reception Co-Sponsor		x				
Conference Break Co-Sponsor			x			
Community Day Event Co-Sponsor	x					
General Session Recognition Slide	x	x				
Mobile App Logo	x	x	x	x	x	
Mobile App Description, URL and Booth Number (100 Words)	x	x	x	x	x	x
Sponsor Full Conference Passes	20	15	10	8	6	1
Booth Staff Passes	15	10	5	4	4	2
Customer Full Conference Passes	8	4	2	2		
Attendee Discount Code (20%)	x	x	x	x	x	x

Sponsorship Packages (2 of 2)

	Diamond Sponsorship 5 Available (By Invitation Only)	Platinum Sponsorship 5 Available	Gold Sponsorship	Silver Sponsorship	Bronze Sponsorship	Exhibitor Package
Showcase						
Expo Space (ft)	30 x 30	20 x 30	20 x 20	10 x 20	10 x 20	10 x 10
Turnkey Booth Space (Add-on item)				x	x	x
Private Meeting Room Suite (ft)	10 x 20	10 x 10	10 x 10			
Lead Retrieval Scanners	4	2				
Thought Leadership						
45-Min Sponsor-led Session	1	1				
30-Min Sponsor-led Sessions			1			
45 Min Curated Round Table Session	1					
30 Min Curated Round Table Session		1				
20-Min Theater Session			1	2		
Priority Session Scheduling	x					
Opt-in Attendee List of your Breakout Sessions	x	x	x	x		
Gain Access						
Facilitation of Curated 1:1 Meetings with Delegates	x	x				
Access to Hotel Room Block (while supplies last)	x	x				
Registered Attendee List (Company/Title only, 2 weeks prior to event)	x	x	x			
Attendee Profile Summary (4 weeks prior to event)	x	x	x	x	x	x
Sponsor Concierge & Enhanced Account Management	x	x				

Activation Opportunities

Expo Hall Entrance

Smart Animal Rescue Sponsor

- Sit, relax & enjoy the company of local dogs & cats looking for a new home
- We will welcome the local animal rescue in a 20x20 area
- Branding, Signage & “Thank You” provided by SCATL
- Donation of \$5,000 will be made to the Animal Shelter in sponsor name

Smart Adult Sponsor

- Learn more about services and non-profits enabling our elderly community to live “smarter”
- We will promote services & cutting-edge tech in a 20x20 area
- Branding, Signage & “Thank You” provided by SCATL
- Donation of \$5,000 will be made to a local Adult Community Center in sponsor name

Smart Kids Sponsor

- Be inspired by the region’s youth community showcasing their Smart City ideas
- Kids will exhibit their innovation in a 20x20 area
- Branding, Signage & “Thank You” provided by SCATL
- A \$5,000 prize will be provided to youth competition winner

Smart & Enabling Sponsor

- Be inspired by the latest enabling devices & technology for the disabled community
- Companies & non-profits will exhibit their innovation in a 20x20 area
- Branding, Signage & “Thank You” provided by SCATL
- Donation of \$5,000 will be made to a local center for disabilities in sponsor name

Activation Opportunities

Mercedes-Benz Stadium Tour

Recognized as one of the most technologically progressive stadiums in history and located across the street from GWCC, we will facilitate tours and receptions during the event. Sponsor will receive branding, promotion and full contact delegate list info of all participants.

Beltline Tour

A true Atlanta experience and one of the most transformative feats and successes of urban planning, we will promote multiple tours to the BeltLine throughout the week. Sponsor will receive branding, promotion and full contact delegate list info of all participants.

Smart Tank Competition

Cutting edge products and services will be evaluated in front of event delegates by a panel of prestigious Smart City leaders and investors. Sponsor will receive branding, promotion and full contact delegate list info of all participants.

Agtech Living Labs Tour

Visit the Living Lab shipping containers where winners of the AgTech Challenge are addressing the global need for resilient food systems along the BeltLine. Sponsor will receive branding, promotion and full contact delegate list info of all participants.

North Avenue Smart Corridor

Winner of the Mobility Project Award at the 2018 Smart City Expo World Congress in Barcelona, visitors will witness how Atlanta is becoming a national model for smart cities. Sponsor will receive branding, promotion and full contact delegate list info of all participants.

Women's Reception

Network, mix and mingle with leading and inspiring females who are making our cities smarter. Opportunity for a 10 minute "Welcome" presentation. We will heavily promote your brand throughout the event on our website. F&B costs provided by sponsor.

Marketing & Promotional Opportunities

Mobile App Sponsor

The SCATL mobile app is utilized by all attendees and is the only place to access all conference information. As the exclusive sponsor, you will receive the following benefits:

- Branding as the Mobile App Sponsor on the Official event Website and in the main registration foyer.
- Splash Screen: every time the app is opened a 3 second splash screen with SCATL image will appear with inclusion of “Mobile app sponsored by (your company logo).”
- Exclusive Sponsor Wall Tile: A custom tile with your logo can be placed in the discover screen. The discover screen will be the place the attendee lands each time they launch the app.
- Push Notification: sponsor will receive (1) push notification at their desired time during the event.
- Sponsor also receives recognition wherever the mobile app is referenced.

Push Notifications: Only (2) available per day

Promote your initiative, your booth number or your session in the official event mobile app. Alert pops up in the mobile app onsite for all users to see.

Registration Area Sponsor

Grab delegates’ attention as soon as they arrive at the show and throughout the event. Prominent logo placement. Be the first image they see! Material distribution opportunity included.

Theater Session

Host a 20-minute speaking session in the Theater, strategically located within the SCATL Expo. Includes promotion in official event mobile app and onsite language.

Marketing & Promotional Opportunities

Badge Lanyard Sponsor

Your company logo will appear on the official event badge lanyard worn by ALL attendees, speakers and press. Product supplied by sponsor w/ event approval.

Reception Host Sponsorship

Delegates, speakers and press will welcome the opportunity to unwind and mingle with their colleagues in a more informal setting. We'll announce your sponsorship in the event mobile app, during keynotes and on signage. Opportunity for 5 minute "Welcome" remarks in front of the entire audience.

Email Promotion

In the days leading up to the event we will send event update newsletters to ALL registered attendees, speakers and press. Reach them before they arrive! Your company name and logo with 50 word description will be strategically placed.

Expo Aisle Banners

Get eyes on your brand and messaging with an oversized banner in the SCATL Expo hall. Exclusive Opportunity. Sponsors may create custom artwork to specifications provided by SCATL.

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Redefining Smart

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